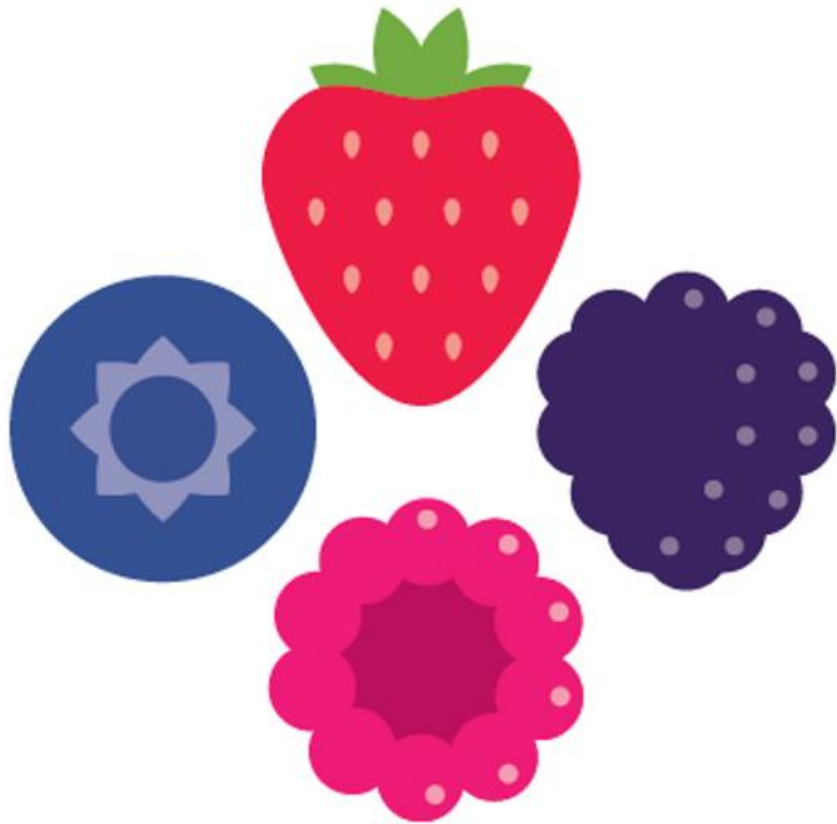


# BERRIES AUSTRALIA LIMITED

Working together for all berry growers...



# Who is Berries Australia?

- Berries Australia is a joint venture between the Australian Blueberry Growers Association, Strawberries Australia (SAI) and the Raspberry and Blackberry Association (RABA)
- Formed in November 2018 to amplify the voice of the berry industry and provide shared services to growers such as extension and communication.
- The Berry category is now the largest fresh produce category valued at \$1.4 billion
- **ABGA represents around 95% of Australian blueberry production and has around 250 members.**
- <https://berries.net.au/>

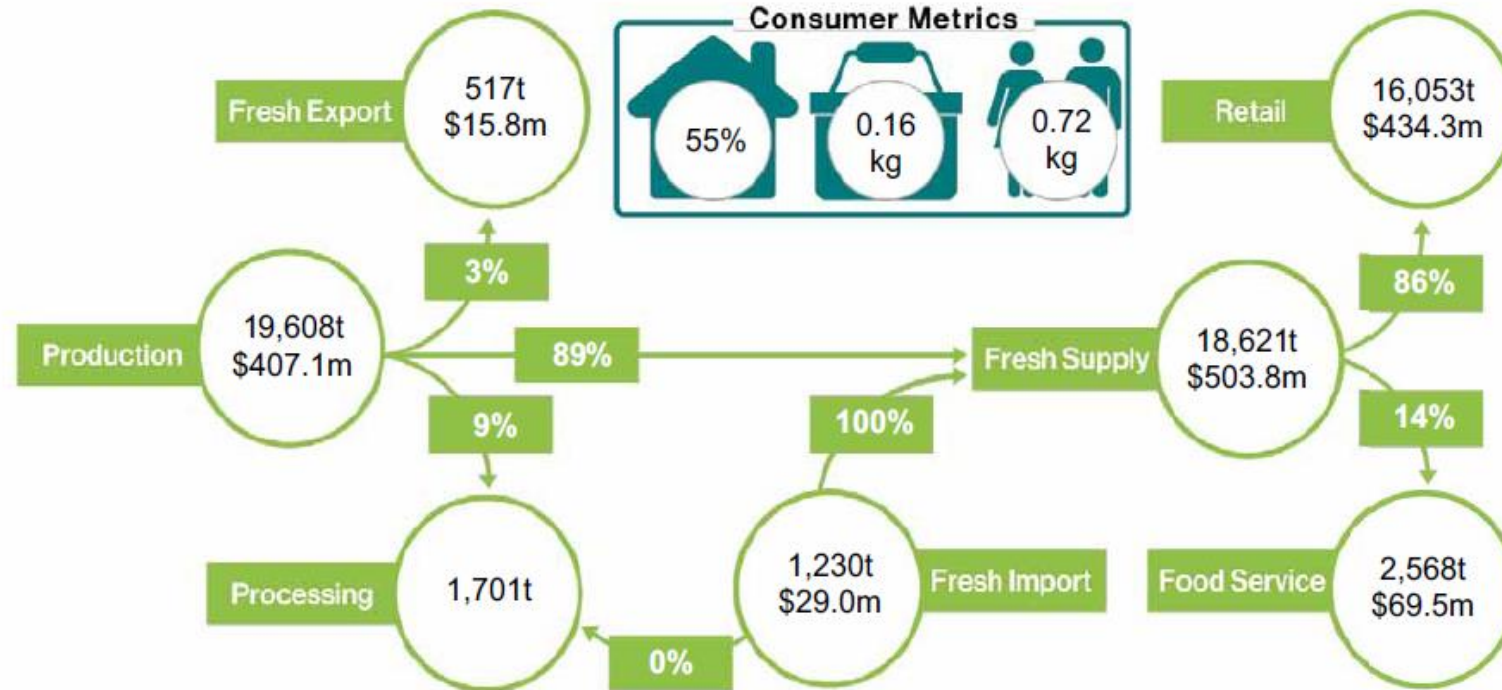


# The Australian blueberry industry – a domestic success story.

- Relatively new industry in Australia.
- Commercial success driven by world leading breeding programs and increased understanding of the health benefits of blueberries
- Production has increased nearly ten-fold in the last 20 years from 2400 tonnes (\$24 mill) in 2003 to 23,452 tonnes in 2021 (\$411 mill)
- Production dipped slightly in 2022 due to adverse weather but value remained strong at \$407mill.
- Year round production with 97% consumed domestically

# Fresh Blueberries Overview

FRESH BLUEBERRIES SUPPLY CHAIN – YEAR ENDING JUNE 2022



Sources: Berries Australia (BA); ABS; AC; CFVIWA; GTA; MP & DD (Freshlogic Analysis)

# Breeding programs underpin success

- Range of geographic and climatic regions requires significant investment in diverse germplasm to breed for the entire range of climatic conditions (zero chill, low chill, mid chill and high chill) enabling year round production.
- Industry is focussed on producing the highest quality fresh blueberries to our consumers, both domestic and export.
- Australian growers is an incubator for new commercial R&D for the global blueberry industry, with varieties such as **Arana, Eureka Sunrise and Magica** all coming from our programs.
- Industry favours manual harvesting techniques over mechanical harvesting to optimise quality but sky-rocketing labour costs (the highest in the world) means mechanisation is an increasing element of breeding programs.

## AUSTRALIAN BLUEBERRY GROWER REGIONS



# Maintaining the upward trajectory!

- Lots of production coming on-line for both blueberries and rubus
- Supply is now exceeding demand at certain times of year so grower returns falling.
- Increasing domestic and export consumption investment priorities for the ABGA.
- Export is a slow burn due to phytosanitary barriers, but focus is on niche high value markets and maximising production windows.
- DOMESTIC MARKETING CRITICAL



# The ABGA marketing program

- Whole of industry program funded through voluntary grower levies since 2018.
- Complements the commercial marketing programs and focuses on growing the category as a whole.
- Need to make a little go a long way as a very small budget.
- Managed by the ABGA marketing sub-committee and delivered by marketing agency





# The brief to wavemaker

*2021/22 saw a down year for Blueberries, with a 14% reduction in overall supply and a reduction in average household occasion.*

*Blueberries were predominately an impulse purchase when seen at the front of the store, the challenge was to ensure Blueberries were front of mind for Australians ahead of the weekly shop.*

## Target Audience

- Main grocery buyers
- Parents with school age children
- Broader consumers

**\$400k**

Briefed on an initial 70/30 split between working & non-working media

## July - March

Activity live through the above timeframe, with a focus on key supply periods from August-October



# The **sweet spot** for Blueberries: **Healthy snacks** are in higher demand than ever!



**01**

## The healthy choice – more often

*50% of Aussies started eating healthier to boost immunity during the pandemic.*

*And 67% say they are willing to pay more for healthy food options.*

**02**

## The snack “evolution”

*49% of Aussies are snacking more & just as many are replacing normal meals with snacks; snack foods saw highest growth in 3 years (+4.1%)*

*The 3pm slump represents a key snacking occasion.*

**03**

## Focus on nutritional value

*56% of Aussies are actively seeking out food and snacks with added nutrition.*

*1 in 3 believe superfoods offer physical, emotional & mental benefits.*

**04**

## Convenience is still king

*While ‘better for you’ snacks led the growth (50%+) of the category; chips & chocolate still deliver the greatest value contribution, due to the convenience they offer.*

Source: YouGov ‘Snack it Good’ Report Jul 2021; AACS Industry Report 2021

# The campaign

- Snacking focus
- Targeted 3pm post school slump
- Build 'mental availability' of blueberries all year round
- Make blueberries a shopping list item rather than occasional purchase
- Focus on getting eyeballs on content rather than content creation
- Radio and targeting retailer online platforms new approaches



# Four key channels



## Influencer/Social



### Role

Build relevance in culture. Mass reach & awareness to all audiences most efficiently in social.

**\$106k**

*Working Media*



## Radio



### Role

Build broad awareness at scale, whilst efficiently delivering the “beat the 3pm slump” message to Australians

**\$105k**

*Working Media*



## Outdoor



### Role

Awareness & Impact;  
Data smart targeting, plus upweight within radius of retail & schools, with daypart upweight to own 3PM occasion

**\$55k**

*Working Media*



## e-Commerce



### Role

Build top-of-mind awareness retail environments & prompt purchase & capture revenue from key searches

**\$18k**

*Working Media*

# Amplified key messages using non-working media budgets



## SEO



### Role

Ensuring website is set up to deliver the best UX, whilst ensuring that we're following all technical best practice

**\$28k**

*Non-Working Media*



## Organic Social



### Role

Build organic presence for Blueberries brand across FB & IG, maintaining an always on presence

**\$28k**

*Non-Working Media*



## Production



### Role

Build effective creative assets we can effectively use across OOH & Social

**\$25k**

*Non-Working Media*

# Radio activity across Eastern Australia, effectively communicated our '3pm slump' message

Including pre-recorded commercials as well  
as a promotional boosters, Facebook post  
and live reads with on air hosts



# Engaged 22 Australian creators from all walks of life to talk to over 1.4 million Australians

28 pieces of content to speak to Blueberries being the key snack to beat the 3pm slump.

The content produced outstanding results, with easy to make recipes and authentic content aligning natively in the Instagram and TikTok feeds appealing to new and existing fans alike.

consistency of messaging was difficult to land – with most creators leaning on recipe based content, rather than healthy snack messaging.

Organic Reach	Impressions	CPM	Engagements	CPE
1,407,660	4,237,226	\$18.07	167,622	\$0.46



Investment: \$76,581 incl. fees

# Online retail activity drove strong sales volumes across Coles & Woolworths

E-commerce channels were used to attract [active grocery buyers browsing](#) for fruit and vegetables on Coles & Woolworths

Search and aisle & category campaigns were implemented in tandem to maximise returns, ensuring that the activity was capturing customers who were actively searching for blueberries as well as customers who were browsing relevant categories such as fruit and vegetables

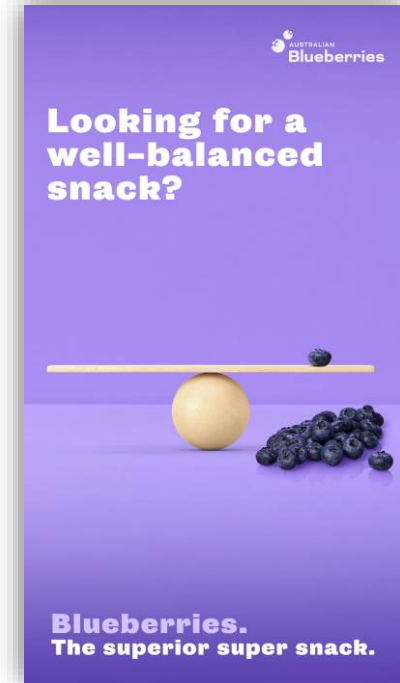
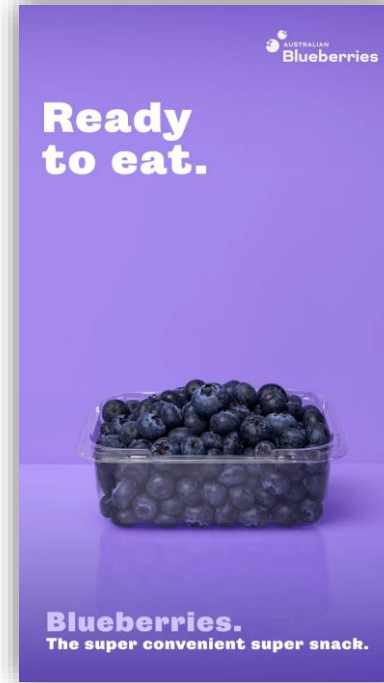
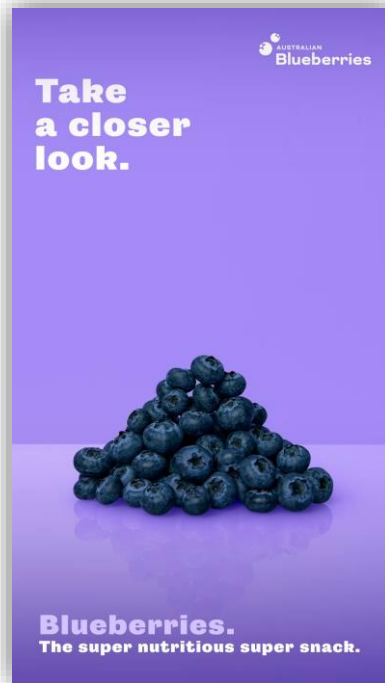
With a relatively low CPS and higher ROAS – we see a path towards increasing investment in Online retail moving forward, with the opportunity to support budget for this year-round- as we can have activity active wherever Blueberries are in stock.

	Clicks	CPC	Sales	CPS	Revenue	ROAS
Coles	9,703	\$0.59	7,749	\$0.74	\$44,209	\$7.70
Woolworths	16,067	\$0.80	10,041	\$1.28	\$61,390	\$4.78
<b>Total</b>	<b>25,770</b>	<b>\$0.72</b>	<b>17,790</b>	<b>\$1.04</b>	<b>\$105,599</b>	<b>\$5.68</b>

Investment: \$18,574

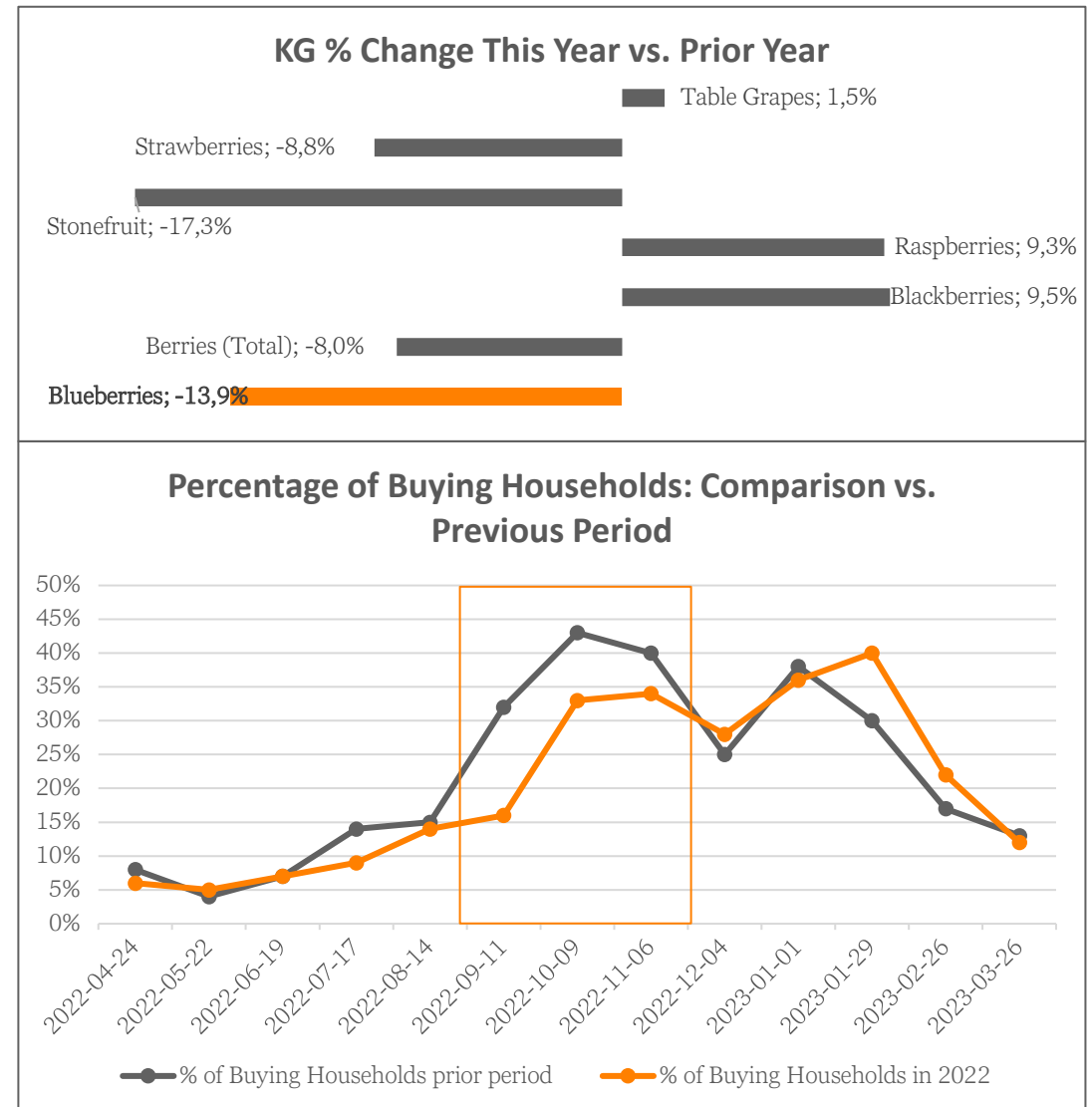


# OOH creative spoke to campaign key messaging, putting blueberries front of mind





**Availability, Supply & Competition** were limiting factors for growth of **Blueberries** this year.



Source: NielsenIQ Homescan for the 52 weeks ending 26/03/2023 for the Australian market.

# Key Results

## Influencers & Social

- Social was an excellent driver of efficient reach, far exceeding KPI's but having such a large number of creators meant that messaging was fragmented

## Radio

- Through the mix pre-recorded commercials, promotional boosters, and live reads the activity was able to efficiently reach 3.2 million GBs. **OOH**
- Utilising pDOOH allowed for us to be flexible with overall delivery, enabling creative to be paused in line with supply, as well as time targeting to align with our key messages. An overall efficient CPM across LF & SF led to an overall efficient buy.

## eCommerce

- Strong driver of purchase at an extremely efficient rate (\$5.69 ROAS) – we have capacity to support this in an Always On approach moving forward, as we'll only deliver when in stock.



# Key Results cont...

## Organic Social & SEO

- Organic Social continues to be a great way for us to engage with our more loyal community, and enables us to reach this audience quite cost efficiently – we'll look to pull some of our SEO & paid social content into this calendar to make it a more holistic representation of what we're doing.
- Our work across the website is laying the ground work for a technically sound foundation, that we'll look to continue to build on with highly engaging and relevant content moving forward.

## Overall

- Strategy was sound but need to tweak
- Using a media company rather than a traditional marketing firm was the right approach



# What's next?

Investigating partnership with Northern Highbush Council and the “Boost of Blue” campaign. Aus industry can potentially co-invest in R&D around health benefits.

**A berry basket approach.** Evidence that this approach benefits all berry types and reduces cannibalism across the berry category. Many growers grow more than one type of berry. Challenges around accessing rubus and strawberry funds in Australia.

Investing in a small **econometric study** to evaluate the ROI on a significantly increased marketing budget

Continue to drive focus on **quality**.



# For more...

- Check out our website and journal [www.berries.net.au](http://www.berries.net.au)
- Follow us on facebook <https://www.facebook.com/berriesaus/>
- Contact me directly: [Rachelmackenzie@berries.net.au](mailto:Rachelmackenzie@berries.net.au)
- Come to **BerryQuest February 2025** in Hobart.

Thank you

